

The Library Binder



Published by the

LIBRARY BINDING
INSTITUTE

IN THE INTEREST OF
INCREASED USAGE AND
PROPER PRESERVATION
OF BOOKS

VOLUME IX

MAY, 1961

NUMBER 1

"So Be It"

by MRS. C. W. (MARIE) GROSS, *President, L.B.I.*

Again you are asked to excuse the intrusion of a subject completely unrelated to Library Binding. The substitute for an exhaustive treatise on this seemingly inexhaustible subject is an invitation to visit one of our two binderies. To you poor unfortunates who must endure a bleak existence far from either the glorious Free State of Maryland or that wonderful land of Tarheelia, the sovereign State of North Carolina, is extended a most cordial invitation to visit the Library Bindery of the L.B.I. member closest to you. Herewith is a written guarantee that you will learn more from an hour and a half bindery tour than you will from several thousand expository words. Afterwards, over a hot cup of coffee or a cold glass of cheer, together you will resolve most of your binding problems and you may even rediscover that the binder is not necessarily a greedy traditionalist and he, that the librarian is not actually a miracle seeking idealist. Many of us have long since traveled this route and have lived happily together ever after.

Now to my Hyde Park soap box. Are you as seriously concerned as I with the weird direction our culture seems to be taking? Have you been wondering why we, as a people, are playing follow the leader down uncommendable paths and exactly who is accountable for this irresponsible leadership and followship? If you have found the answers to some of our aberrations please share your wealth with the rest of us. But if you have no solutions and are disconcerted over the unfortunate effect these trends are



having upon our people and those the world over, welcome to the club of the confused.

WHY does a city administration build a magnificent school costing several million dollars and fail to provide a single penny for books so that parents are importuned to donate the books to fill the library's Mother Hubbard shelves?

WHY does a county expend vast sums to construct a huge stadium while the public library is still operating in a building of colonial vintage after 25 years despite a 1,100% increase in service, its professional staff daily lugging arms full of books across a yard to and from a bookmobile and up and down four flights of stairs?

WHY with all the tremendously challenging opportunities to present the glorious events, literature and art of the ages and the geographical beauties, drama and music of the present and immediate past, do we have an almost continuous diet of televised insignificant trash?

WHY with the enormous amount of time and energy released by the short work week and the work saving devices in both household and factory, do we fail to use a larger percentage of this dispensation to continue our education, to witness for our religious faith, to clear the atmosphere of the ever-present unpleasant political odors, to improve some other facet of our community life?

WHY with the world's highest wages, salaries and investment incomes is such an appallingly large percentage of the extra money spent for alcohol, tobacco, cosmetics and slot machines, instead of for good books and records, travel for education and relaxation and not for setting of new mileage records, further education for our young people?

(Continued on next page)

WHY do all the country and other social clubs have long membership waiting lists with people jostling for those offices and chairmanships insuring "prestige" newspaper notices, while churches and charitable organizations seek vainly for enough men and women to perform the minimum of necessary unsung services?

WHY do parents of school children raise so much fuss over the amount of required homework and demand free bus service while completely approving the daily hours spent in baton twirling and the many dollars spent on extravagant costumes?

WHY do we when the old model is still doing a completely satisfactory job, spend vast sums of money on the latest, shiniest, biggest, smallest impedimenta when that sum could keep our child in school or college for another year, perhaps even without government aid?

And just for good measure WHY did only one American on a ship in the port of a strange and fabulous country, accept the gracious New Year's Eve hospitality of a princely sheik at his magnificent home while the others preferred to attend the usual party aboard?

New schools, stadia, and fallow hours are usually essentials and TV westerns, cocktails, lipsticks, clubs, school bands and American style parties are harmless enough, but it should be a matter of concern that last things have too frequently become first and first things are dying so fast that they are not even getting a decent burial. They need to be exhumed while there is still a recognizable spark of life remaining.

If a foreigner who by some odd happenstance knew absolutely nothing of our customs were to spend several weeks on a steady diet of American TV, movies and newspapers (perhaps omitting the editorials) he would be apt to arrive at the following conclusions. No self-respecting person follows the serious professions. Business consists of selling (he might deduce that producing would also be necessary) soap products, cigarettes, beer, cosmetics, mechanical household devices, automobiles and assorted packaged foods, all of which are daily new and improved so that everything bought last week must be replaced immediately, preferably by telephone, and if larger and more expensive than a breadbox, invariably on credit. Our early history consisted of a series of gun battles between assorted sheriffs and lawless individuals, continued later in our big cities between G-men and gangsters. Violence and killing are national pastimes. All children are impertinent little monsters. Trying to get something for nothing is everyone's avocation. All daughters are being groomed for the stage via the majorette routine and our sons' Alma Maters are chosen with football hero ambi-

tions in mind. The ideal of every male from six to sixty is to be a financial giant and every female to be glamorously sexy. We spend our days lying bronzed and voluptuous by Hollywood style swimming pools and our evenings sallying forth, dripping diamonds and sables, from mansion to exotic club and, according to the columnists, usually with another's mate. Entertainers are exalted above Presidents, judges, clergymen, physicians, teachers et al and accordingly are showered with privileges and princely contracts. The virtues of honesty, responsibility, self-sacrificing love, dedication to an ideal, devotion to family, love of work, are not popular attributes and the only way of distinguishing the goodie from the badie is that the goodie is always faster on the draw and/or gets the gal.

We natives think, if indeed we give it thought, that this is simply entertainment and that only segments of our citizenry are represented or affected. But is it not alarming how more and more are following the party line? Mothers are softened into raising their daughters to be sex symbols instead of nurses, teachers or librarians. Fathers and sons are being conditioned to believe that only sad sacks could desert the money pots to teach and preach. We are all constantly being pressured to make pleasure and possessions the ultimate goal of all our efforts, regardless of the source or the amounts of our incomes. Let there be no mistake about it, we are being brainwashed as surely as are our Communist brothers. We are not sent bodily to a physical Siberia by an official gestapo because we deplore the continually rising emphasis on the party slogans of eat more, drink more, sleep more, play more, drive more, smoke more, buy more, but our jobs, professions, ambitions and opinions with emphasis on work more, study more, serve more, read more, are so steadily downgraded through the influence of the new elite that we are gradually being exiled. Boris Pasternak has Lara in Dr. Zhivago say, "It was then that untruth came down on our land of Russia. The main misfortune, the root of all the evil to come, was the loss of confidence in one's own opinions. People imagined that it was out of date to follow their own moral sense, that they must all sing in chorus, and live by other people's notions, notions that were being crammed down everyone's throat. And then there arose the power of the glittering phrase . . ." Certainly this method of applying political pressure in Russia is descriptive of what is happening here on our social scene.

Even our traditional belief in the democratic majority is giving way to minority pressures in all sorts of fantastic ways. Majorities are often wrong and certainly majority rule is no substitute for the truth but majority opinion is still the best way of arriving at the truth. The present vogue puts all members of a majority group on the de-

fensive. If an honest and evaluated opinion opposes a minority religion, an accusation of intolerance is made. The right to choose one's closest associates and friends is economic, social or intellectual snobbery, or worse, prejudice. On the other hand a member of the minority group can state his opinion and make similar choices without a whisper of criticism. As an example, one atheist can prevent the reading of the Bible in the schools of an entire community and one clergyman can provoke a controversy over which version must be read, unfortunately with the same disastrous result. It has even become verboten to laugh at ourselves and our friends so we can no longer publicly tell Irish jokes, put on a minstrel show or use national nicknames. Mollie Goldberg is probably the last of her line and what she represents will be thoroughly missed. We grow up the day we learn to laugh at ourselves and if we lose this knack it will not be long before it will become difficult to find anything at all to laugh at.

Where does the fault lie? Are we so prosperous that we must display our wealth in senseless and childish extravagances? Are we so tolerant that we do not think our beliefs important enough to refuse to accept distasteful limitations placed on our speech and action? Are we so uncultivated that our standards of entertainment are those of planned mediocrity, so degraded that we are confused as to what comprises decent behavior, so fearful of becoming involved that we prefer to pretend the danger signals point only to our neighbors and never to us? Are we so smug that we do not believe that we can possibly be subjected to brain washing?

Perhaps not. Surely this is all exaggerated. But I am frightened enough to take a stand. If I am an egghead because I prefer a good book or magazine to fourth-rate TV and believe that the development of the mind is at least as important as the development of the body, so be it. If I am too strict a disciplinarian because I honor the old enough to chide impertinence in the young, so be it. If I bring ruin upon the economy because I refuse to replace my operating refrigerator with the late late model, so be it. If I am overly fastidious because I decline to buy products advertised by "dripping faucet" sinuses and a myriad of other similar vulgarities, so be it. If I am a bigot because I sincerely believe the teachings of my faith and must witness the truth as I see it, so be it. If I am a prude because I advocate a decent standard of conduct, so be it. If I am a square because, despite my love for all types of good theatre, I believe there are other professions more important to my welfare and that of my country than that of Hollywood entertainers, so be it.

I am tired of being sold second-rate products and third-rate ideas by fourth-rate sales media. I have been oversold. I am finished

with having my spirit assaulted and my intelligence insulted. So be it.

NB—Membership in the So Be It Society is limited only by the hour-glass. It's later than you think.

LIBRARIANS VISIT ART GUILD BINDERY



Mrs. Ort, Mrs. Schilling and Mrs. Grummich were on hand to serve as hostesses for the occasion which ended with an old-fashioned "Kaffeeklatsch."

Members of the staff of the Public Library of Cincinnati and Hamilton County visited Art Guild Bindery, Inc. on Tuesday afternoon March 21, 1961.

The visit was the first for most of the group to any bindery. For some, it was their first visit to Art Guild's new and enlarged quarters. Among the visitors were Miss Dorothy Graham, Supervisor, Technical Processes; Miss Ruth Grim, Head, Order Department; Miss Alfaretta Mummert, Assistant to the Director; Mr. Yeatman Anderson III, Rare Book Curator; and others of the staff.

According to expressions from the visitors, a better and fuller understanding of all that is involved in the binding of a book was gained by the visitors. Two typical comments were as follows: "The members of the Public Library staff are definitely better informed about binding than they were before, observing the entire production of a bound volume from unbound materials." (Dorothy Graham) and "The visit to your plant yesterday was a very pleasant experience. I now have a much better understanding of the many necessary steps to bind a book." (Howard P. Uible)

Library Binding, 1961

by DUDLEY A. WEISS, ESQ.



In 1960 Certified Library Binders enjoyed the largest volume of sales in their history. Between 1950 and 1960 this continued the trend which saw industry sales more than triple.

Certified Library Binders sell only to librarians, and it is highly significant to note that this increase was largely in units processed, rather than in prices, for available

data indicates that unlike most other articles or services which libraries buy, the price of library binding kept close to that of the Cost of Living Index. This is a remarkable performance in view of the fact that the cost of labor and most commodities library binders buy have increased at a rate in excess of their selling prices. This has been possible by the development of new equipment and technology, with the effect of increasing productivity per man hour.

That this has been accomplished evidences the fundamental character of the library binding industry in the United States today; namely, a vigorous and progressive spirit, dedicated to the service of American libraries.

This dynamism is of vital importance to libraries, for one of their major problems involves the maintenance of the tremendous inventory of printed material which constitutes their *raison d'être*. Its preservation in a form constantly usable by readers has engaged the attention of librarians and library binders, and increasing emphasis has been placed upon the methods by library materials are maintained.

It is interesting to speculate upon the reasons for the success of an industry. Three factors appear to be dominant with respect to library binding:

1. The existence of standards for library binding and prebinding.
2. Alert and progressive library binders.
3. The concept of Certified Library Binders.

The heart of the library binding industry is the widespread use of *LIB Standards for Library Binding and Prebinding*. Based upon the *Minimum Specifications for Class "A" Library Binding, and Standards for Reinforced (Pre-Library Bound) New Books*, originally issued by the ALA-LBI Joint Committee,

these standards are in almost universal use in the United States. A recent survey revealed that 95% of the libraries questioned used these specifications for 75-100% of their books and periodicals that are rebound.*

Most Certified Library Binders do other binding for their customers in response to specific needs. A recent survey** indicated that this type of work accounts for only a small percentage of sales, that the majority of library customers develop the specific type of binding they require, working with their Certified Library Binder, and an overwhelmingly majority of them are dissatisfied with the specifications recently issued for lesser-used materials.

The library survey repeated one previously made in 1954, and it is significant to note that the average circulation for volumes bound according to the LBI Standard was 104. This compares with 80 circulations in 1954. Another interesting result of the survey is that 70% of the answers indicated over 100 circulations, and 43% indicated over 150 circulations.

The importance of these statistics to librarians is obvious: *the use of LIB Standards enables a library to circulate volumes at the lowest possible cost per circulation or use*. In these days of rising cost for everything a library buys, one thing has gone contrary to the trend — the cost of maintaining a volume for use of readers. For this reason alone, appropriations for library binding are actually budget-saving devices.

This would not be true were there several standards. For the existence of a basic standard has provided a foundation for an alert and progressive industry. Economically, it enables the industry to concentrate upon development of technology to reduce the cost per unit. With a standard of quality and material to maintain, competition is principally in the area of service and prices, with each binder endeavoring to improve his manufacturing processes to obtain a competitive edge. The librarians are the beneficiaries of this effort, for otherwise there would be no norm by which to evaluate the product in terms of price paid.

A comparison with the state of European binding techniques documents these observations. Reports from Americans who have

*LBI Bulletin No. 100
Survey: Problems of Book Conservation.

**LBI Bulletin No. 101
Survey of Library Binding Customers Distribution Pattern and Use of Specifications.

studied European methods reveal that other than in England, European binders are primarily small hand binders. Most of the work is hand work and there is little mechanization. Prices are higher as a ratio to labor cost than in the United States, and the efforts to increase wages in Europe are producing pressures for new machinery. For new equipment all of Europe, including England, look to the United States.

Within the last few years, an intensive program of research and development work has proceeded in the United States. Machines are already in use which make use of the latest developments in the fields of hydraulics and electronics. On the drawing boards and in laboratories are plans and prototypes for machines which will eventually automate most of the present operational steps in library binding. Certain fundamental steps, such as collating, which insure a completed volume for the reader will probably never be susceptible of machine handling, but most all other steps will eventually be performed by machinery. Without a basic standard, such progress would be an impossibility.

The concept of the Certified Library Binder is also founded upon the existence of LBI Standards. Pledged to a high standard of quality, service, and fair dealing, Certified Library Binders have become adjuncts to the libraries they service. Most have maintained a continuous relationship with their customers which persists year after year. In the library survey referred to above, almost 100% of the libraries queried answered that they use a Certified Library Binder, those who do not being in areas in which no Certified Library Binder sells.

One cannot overemphasize the value to librarians of the use of LBI Standards and a Certified Library in discharging their important task of preserving their collections for use.

The present high level of the library binding industry is not so much a commendation to library binders and their customers for a job well done as it is a challenge for the future. In the areas where library binders can take the initiative, either alone or with their library customers, progress will assuredly continue.

It is in the area where they have no control, that difficulties will continue. One of these is in the manufacture of volumes. Library binders have no control over the volumes which they are asked to rebind or prebind. One of the most persistent sources of complaints from librarians relates to the construction of trade volumes, including the quality of paper. A seemingly insignificant thing, such as an inadequate margin, may cost American libraries thousands of dollars a year in re-binding of volumes or the binding of periodicals. Except in the case of some juveniles, libraries account for only 10% of the book

sales in the United States. Hence, constructions must inevitably be geared to the economics of the market which does not require volumes with the strength of necessity important to library use. This is particularly true of titles available in paperbacks. Normally, they can be handled by the usual methods employed by library binders, but where margins are inadequate, the problems faced by the librarian and library binder are multiplied.

Another area of difficulty is the matter of negotiated bids for awarding of binding contracts. The most efficient and inexpensive method of handling library binding results from a continuity of relationship between binder and librarian. Competitive bidding on an annual basis may result in a constant change of binders, with problems of new starting-up costs and other expenses. A recent unpublished thesis* points out the weaknesses of such a practice. Where by statute it cannot be abolished, the functions of purchasing agent and librarian should be clearly defined. The librarian must be vested with the responsibility of selecting binders eligible to bid and of determining the specifications, if a sound system of administration is to be achieved.

In recent years, another abuse has arisen which may prove costly to librarians. Because of the widespread use of *LBI Standards for Library Binding and Prebinding*, the terms "Library Binding" and "Prebinding" are accepted by many librarians as meaning binding conforming to the Standards. Hence, many firms advertise their volumes being "library bound" or "prebound" when in fact they do not conform to the Standards. These volumes do not have the inherent strength of standard work, but this is not known to the librarian. Certified Library Binders stamp their invoices with a warranty stamp to insure that their customers obtain what they believe they are buying.

In reviewing the state of the industry, a major force responsible for the advance of the industry is the Library Binding Institute. Not only does it perform for its members the usual functions of a trade association, but in addition, it has become the clearinghouse for librarians for all sorts of problems related to problems of book and periodical preservation. In 1960, letters from librarians requesting literature or other material or assistance totaled almost 1,000. This is important, not only in the assistance given to librarians, but as a source of information to the industry on a national level highlighting problems of librarians. Making the most of the close relationship which has been developed in the past is the strongest assurance of a promising future.

*"Scientific Problems Related to the Methods of Negotiation and Pricing Within the Library Bookbinding Industry; Competitive Bidding Versus List Pricing" by Charles L. Elliott, Jr. (1960).

CERTIFICATE OF INSURANCE

Ever since the institution of Certified Library Binders, all such binders have been required to maintain insurance to protect against loss to library materials in their custody.

Recently LBI and the ALA Insurance Committee re-examined the matter of insurance to avoid duplication of coverage. Accordingly, the insurance coverage set forth in the following certificate is now provided by all Certified Library Binders. If any librarian has a question concerning adequacy or extent of coverage, he should discuss it with his Certified Library Binder.

CERTIFICATE OF INSURANCE

As a condition of our Library Binding Institute Certification as a CERTIFIED LIBRARY BINDER, we agree to maintain insurance on customers' property in our custody as follows:

1. The insurance contract shall provide for "all-risk" coverage.
2. The limit of liability for any volume lost or destroyed shall be a sum equivalent to five (5) times the selling price of the binding for such volume.
3. The maximum value of any single volume shall be Twenty-five Dollars (\$25.00).
4. Where a customer places a value on any single volume in excess of Twenty-five Dollars (\$25.00), it shall be the responsibility of the customer to notify the Certified Library Binder, in writing, stating the value and the amount of insurance coverage desired, and he shall thereupon obtain the coverage as requested.

Executed on _____ (insert date).

Name of Certified Library Binder: _____

Address: _____

By: _____
(Officer) (Partner) (Owner)

Name of Insurer: _____

May, 1961

The Library Binder

Let's Follow Through with Quality

by JOHN A. HUMPHRY, *Library Director*
Springfield, Massachusetts Library & Museums Association



Such words as "standards," "quality," and "excellence" are appearing with ever-increasing frequency in library literature. Scarcely an aspect of a library's operation is immune from this present-day concern for the establishment and maintenance of quality and high standards. Attention is being directed

toward the need for attracting and retaining personnel with the education and experience to interpret books and other materials to the public, for constructing functional and inviting buildings in which to perform such services, and for providing the books and other library materials so necessary for the informational, educational, and recreational needs of the people. This is encouraging since it indicates a trend toward evaluation and a critical look at libraries, their functions and, probably as important as any factor, their principal stock in trade — books. It is not alone essential to maintain a quality collection of books as far as their content is concerned; librarians also have a responsibility to keep books in the best possible physical condition. Possibly at no other time in our history has the librarian's responsibility for providing the printed word been greater than it is now. This is the place where our colleagues in the world of books — the certified library binder — can help the librarian maintain high standards for conservation of library materials.

What do the terms "certified library binder" mean? In 1935 an organization known as The Library Binding Institute was founded by members of the Library Binding Division of the Book Manufacturers' Association because these binders felt there was a need for a trade association devoted specifically to servicing the bookbinding and other conservation needs of libraries. Almost immediately the American Library Association, recognizing the value and advantages that could accrue from a cooperative effort, selected a committee of librarians to work with LBI members to establish standards and specifications for library binding. The accomplishments in the establishment and maintenance of specifications for Class A Library Binding — now known as Standard Library Binding — and in the certification of library binders are noteworthy. Most of the

activities of LBI originated with the Joint Committee of librarians and library binders whose interest was in attempting to guarantee not only quality workmanship in library bindings but also protecting libraries from inferior or substandard binding. Few librarians are sufficiently experienced in library bookbinding to be able to tell whether or not the library has received value for dollars spent — an important reason why librarians should insist that an LBI member do their binding. Is it not the library binder who is qualified to determine the standards for library binding since it is this craftsman who knows most about the binding industry, how to perform the work, as well as to describe it in terms of standards? A cursory examination of the work done seldom reveals whether a library has obtained the quality binding for which it contracted. Little wonder librarians constantly ask about minimum requirements or standards or seek to learn if its binding has been done in accordance with the standards originally prescribed by the library profession itself with the cooperation of the library binding industry. Librarians may turn to a free service of the Library Binding Institute whereby books may be submitted for examination to determine conformity with specifications for library binding.

Much thought and time have gone into the joint effort of binders and librarians to prepare a set of standards for library binding. It is essential to make clear the fact that library binding is to be distinguished from the book manufacturers' binding and reinforced binding. Standard library binding is a guarantee that a sturdy, handsomely finished product is available to withstand the use and abuse of library circulation.

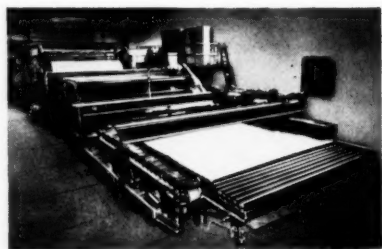
The minimum specifications for Class A Library Binding were drawn up to protect libraries from binders unable to meet standards required by library wear and tear. These are specifications for Standard Library Binding. Under these rigid specifications a binder performs between 40 and 50 different processes. From the technical standpoint, the standards are divided into five principal parts. First, there is a grouping by four general classifications of materials commonly bound: books, periodicals, newspapers, and special types (e.g., over-sized materials). Secondly, general operations (collating, mending, preparation, sewing, removal of backs, division into section, trimming, edging, etc.) of library binding are described and standards for each operation are stated. The third part

is devoted to the operation of binding periodicals; part four, newspapers; and part five includes a definition of terms and standards for materials used in binding the above-named types of books. Reduced to its simplest terms, the standard establishes "methods, materials and workmanship for rebinding, for library use, of new or old books, periodicals, newspapers, and special volumes".

The Springfield City Library has used the services of a certified library binder to assist in its program of book conservation ever since the Institute was established in 1935. Although there always seems to be a gap between the amount of money desirable for rebinding and the actual amount available, the appearance of the books in the central and seven branch library collections is attractive and continues to improve in appearance as the years go by. It can be honestly stated for every \$4 spent for new books, at least \$1 has been spent to keep the collections in good physical condition and attractively bound. In most instances, books that have been rebound are in better condition to withstand normal library circulation than when originally acquired from publishers and wholesalers. Most certified library binders usually will rebind the book to make it more attractive than it was in the original publisher's binding. Illustrated covers that resemble the original edition make books rebound as attractive as edition binding besides many times more durable. One of the decided advantages of rebinding is that the book will withstand some 85 to 100 circulations as compared to between 8 and 20 for books in most publishers' original bindings. In the Springfield Library, when we can anticipate the popularity of the title, the book is rebound after even a few circulations since we know it is distinctly advantageous, from the point of view of wear and tear, to circulate a rebound book. There are other advantages of using a certified library binding. For example, uniform and professional lettering and numbering improve the appearance of the book as well as make it easier for the public to read the information on the spine. We also consult our library binder on technical matters and on ways of preserving special kinds of materials, such as scrapbooks containing material of local historical value and significance, broadsides, pamphlets, documents, and rarities. In many instances, special types of conservation practices are recommended by the binder, such as portfolios, slipcases, and loose-leaf binders. On occasion a special type of binding is recommended, such as interleaving for rare books or expensive art books. The library binder stands ready to offer expert advice in all matters relative to the conservation of our materials. Our certified binder, because he is as interested in the maintenance of standards as his library customers, has made it a part of his responsibility and service to instruct his

representatives in the general art of library binding so that they are in a position to discuss intelligently with us any problem of conservation. In short, the librarian and library binder work as a team in the preservation and conservation of library materials. The library binder is, in a sense, then, a member of the library staff.

No intelligent librarian will deny that it is wise to make the binding budget stretch as far as is reasonable within the limits of providing quality conservation. It is a responsible librarian who decides on a wise conservation policy. This means that he will send those materials to a certified library binder that he expects to retain and make available, in usable format, for posterity. It is not false economy to pay less and receive a lesser product? In the long run, standard library binding turns out to be less expensive than makeshift binding. The certified library binder is responsible, is in business to serve, and is set up to rebind books in accordance with standards set by the Library Binding Institute. Let us retain the same kind of quality in the maintenance of our books and other library materials we so earnestly strive to achieve in all other aspects of library service!



THE DAVEY COMPANY INSTALLS WORLD'S LARGEST WET MACHINE

What is believed to be the largest binders board machine in the world — a 170 inch Wet Machine, complete with its own electronic control panel, was put into operation recently in the Jersey City plant of The Davey Company.

A twin of the machine is expected to go into operation at The Davey Company Aurora, Illinois plant before the end of 1961.

It will be remembered that The Davey Company pioneered in the development of mechanical take-offs and many other refinements in the Binders Board Manufacturing Industry. The installation of these two giant Wet Machines is representative of the constant improvements and modernizations that are taking place in the Davey Mills.

May, 1961

The Library Binder

The Staff Makes The Library

From 75th Anniversary Pictorial History of Enoch Pratt Free Library, Baltimore, Maryland

The selection, training, and development of staff are fundamental for any service, and the contributions of the staff to the planning, execution and general operation of the Pratt Library represent one of the strongest features of the Library's administration.

Librarians trained in the theory and practice of book-lending and information services were introduced by Mr. Wheeler, and the need for a larger number of efficient workers led to the establishment of a comprehensive training course in 1928. For eighteen years, small carefully selected groups of students combined classroom work and practical experience in the Library. This program added intelligent, enthusiastic, well-trained young people to the staff. Between 1928 and 1946 national professional standards rose as both the number of library schools and their graduates increased. In the latter year the local course was discontinued when the Library adopted a policy that only professional librarians — college graduates who had successfully completed training at a library school accredited by the American Library Association — would be appointed to professional positions.

The Pratt Library attracted many of these library school graduates. Because of excellent training at this library, some rose from junior

positions within the system, and many were drawn away by other libraries to assume major responsibilities elsewhere.

The Pratt Library has been affected by the shortage of professionally trained librarians which has been a national experience since World War II. To help fill the gap and at the same time to attract competent people to library work, five college graduates dubbed "pre-professionals" were assigned to work with children in 1948. The program continued and expanded, and many "pre-professionals" have gone on to library school as a result of this practical experience in the field.

The short supply of trained librarians has brought an attendant increase in salaries here, as elsewhere, enabling the Pratt Library to compete with other public libraries throughout the country.

Non-professional staff members, of whom there are today more than three hundred out of slightly over five hundred employees, have contributed greatly to the Pratt Library's reputation as a fine service institution. Their recruitment has not been a problem comparable to that of obtaining trained librarians, but is directly influenced by the salary scale and working conditions offered by local business and industrial firms.

Libraries and Cranberry Boxes

An Editorial reprinted from the Boston Globe

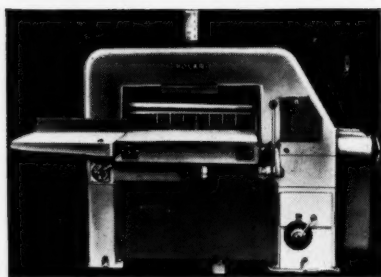
A group of civic-minded parents in Middleboro, finding school children had to walk dangerous miles to reach the town library, have been filling upended cranberry boxes with books to establish a branch library. In Magnolia, with no help from the City of Gloucester, the Magnolia Library Assn. since 1890 has maintained a free public lending library for the children of its village who would otherwise have to go by bus several miles into the city.

They are not the only bookworms in the state serving communities without benefit of public funds. Half a dozen towns have libraries similarly supported by private contributions. Many of the best city and town libraries get the bulk of their support not from tax monies but from private endowments. Too often, unfortunately, the private endowment is used as an excuse for reducing appropriations that might otherwise go to the public library.

It can be put down as a general statement that our libraries do not get the tax money they should from their communities, admittedly hard-pressed. So serious is the situation that the state last Fall voted \$1,000,000 for direct grants to libraries "to improve and encourage library service."

A real danger has now developed that the intent of the law — which was to get additional funds into the hands of library trustees — may be subverted. Certain communities scheduled to get state funds have not increased the amount of money spent on their libraries, nor does the law compel them to.

Unless the trustees of the qualifying libraries make themselves heard, some of the \$1,000,000 extended by the Legislature will end up improving some other city project while the library will be left with no greater appropriation. It is an hour for the friends of libraries throughout the state to rally to the support of learning.



THESE CERTIFIED LIBRARY BINDERS NOW USE **POLAR**

American Bindery ■ American
Bindery & Supply Co. ■
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CURAS, CARCASSES AND CULTURE

The Story of Biblioteca Pública de San Miguel de Allende Sets an Unparalleled Example in a Method for Bettering Foreign Relations

by LOIS HOBART

EDITOR'S NOTE: The following is reprinted from a brochure describing the Public Library of San Miguel de Allende, Mexico. On a recent visit to this library your correspondent was impressed with two facts: that whether or not facilities exist, children, in particular, want to learn — that we, connected with libraries in the United States, can supplement and assist our foreign relations program which has been the subject of so much criticism lately by performing jobs similar to the one described here. MBS.

If you were to assemble such diverse ingredients as a monastery turned slaughterhouse, a state governor, a ranch party, assorted Americans, Mexicans and Canadians, and a large dose of cooperation, you would be unlikely to predict that the outcome would be a library. But the Biblioteca Pública de San Miguel de Allende, Insurgentes 9, is the result of just such a mixture.

It wasn't quite that simple, of course, but to state the story briefly, it began seven years ago when Mexican children who loved to look at pictures gathered in ever greater numbers at the home of one of the American señoras with many magazines. They gathered in such quantities that it became necessary for either the Señora or the children to move out.

In self defense the Señora arranged to rent the little house next door to hers. Then other American ladies with like generosity and public spirit — and husbands who could make themselves useful by cleaning, painting, making shelves, setting up tables and chairs — pitched in and helped to turn the little adobe building into clean attractive rooms where the children could read, paint, draw, cut out paper, watch marionette shows and sometimes attend parties for special occasions.

Books in Spanish and in English were donated, and Spanish translations were pasted into the English books. In San Miguel, lawyers, teachers, and laymen helped in this work, and as far away as the Chicago suburbs, high school students of Spanish undertook to translate one Little Golden Book apiece so that the Mexican children could enjoy them.

Then the problems of maintenance began. A Mexican teacher took charge of the little library, which was open after school hours

and on Saturdays. Money was raised by house and garden tours which gave visitors a peek behind the mysterious walls of Mexico, by readings, by raffles of paintings and prints by San Miguel artists, and by the sale of cards designed by them. Still activities increased and a larger budget and larger quarters loomed as necessities. Most of the money was raised by an ever increasing sale of Christmas cards and greeting cards.

In 1958 an opportunity presented itself. The Governor of Guanajuato offered to donate the building that housed the slaughterhouse, soon to be moved elsewhere, for a community center which would be shared by the library, the trade school, and Los Desayunos, an organization which provides free daily hot breakfasts for the poor children. The proviso was that the new occupants be given materials for renovating and furnishing the building — if they would raise the money for the labor required.

The opportunity was tempting but the obstacles were discouraging. There simply was not enough money in the bank to cover extensive costs of restoring the fine old building or to furnish it suitably on the scale required, and the fund-raising activities of the past could only meet the daily requirements. There was also some question as to whether it was better to have a small tightly knit organization to run the library or to expand it to include Mexicans and more of the foreign residents of San Miguel. And should the summer tourist population be included?

Then someone had a bright idea for attracting not only the civic-minded residents, Mexican and foreign, but the transients. Why not hold a ranch party?

After some initial objections, the idea was enthusiastically endorsed and — more importantly — supported heartily by the cooperation of all the groups involved. Mexican tradesmen supplied soft drinks and beer, paper plates, napkins, baccardi rum for cocktails, the printing of the tickets, a band of musicians and a TV singer for entertainment plus four calves, six sheep and three hogs for the barbecue. A famous retired bull fighter provided his ranch, his hacienda and his bulls. A twelve year old boy who had performed in the ring in Mexico City and other aspiring young local matadors volunteered for the testing of the bulls. Americans and Canadians provided the organizing talent, set up bleachers for the ring, cleared parking lots, sold and collected for tickets.

On the sunny Sunday morning of July 13, 1958, a caravan of cars and trucks bearing license plates from all over the North American continent set off from San Miguel on the winding road towards Celaya. Along the fields rode dozens of horsemen from the town.

Three hundred fifty tickets had been printed, and six hundred people came. The testing of the bulls was a great success, and later everyone moved to the hacienda for music, entertainment, dancing, and a barbecue. There was a gate prize; Mexicans and Americans danced the bottle dance, the hat dance and American jive; and there was a field day for photographers. A moment of crisis came with the discovery on the delivery of the barbecued animals that nothing was available for carving but a pocket knife. Yet somehow with the help of a former home economist and some restaurateurs 600 pounds of meat was served.

The expenses amounted to 600 pesos; the profit netted was 13,000 pesos. The reconstruction and furnishing of the new quarters was assured.

Four months later the last carcass had been removed from the slaughterhouse; the last walls scrubbed down and repainted; the last bricks set in place. On November 21 the Governor of Guanajuato with a retinue of public figures entered the patio for a reception and was shown around the building. He saw the library's quarters — the activity room for small children for painting, cutting and pasting, the room for beginning readers, the room for teenagers, the librarian's office, the supply room, and the hall which serves as adult reading room, lecture hall and movie projection room. The Biblioteca Pública de San Miguel de Allende was officially open.

Where monks once walked in meditation, where later dismembered cattle, sheep and hogs once hung, now children sit at low tables on miniature chairs to read, pore over pictures, attend painting classes or watch marionettes perform *Capercula Roja* or *Cenicienta*. By the scores and hundreds they flock on Saturdays to watch movies loaned by the embassies. The U. S. Embassy donated a new projector, screen and full sound equipment.

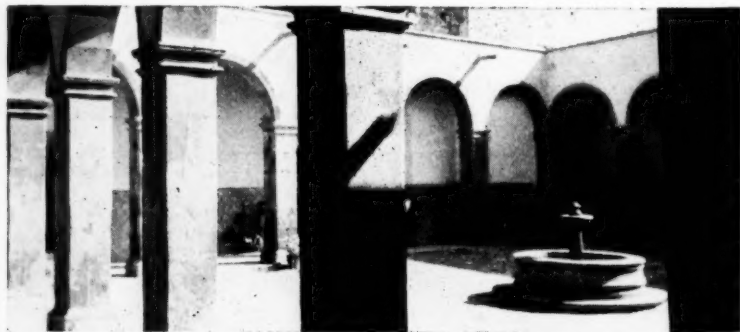
Today in the reading room you might find a retired banker studying the *Wall*

Street Journal. Some young Mexicans in the lounge chairs read *Noedades* or *Visión* or sit at the table to take notes from a book. An American resident hunts through a Mexican veterinary book on horses for a cure for *piojo*. A young Canadian couple stroll in to look around, ask a few questions of the charming young Mexican assistant, and study the books and the paintings on the walls by local artists. A writer checks some research in the *Encyclopedia Americana*. A Mexican school girl is looking up material for a class project.

On Sundays at noon there is open house with coffee and cake or cookies to acquaint residents and visitors with the facilities of the Biblioteca. The frequent house and garden tours end up with refreshments in the patio or reading room, and guests wander around to view the paintings shown by resident artists, choose cards for souvenirs, see the display of children's artwork — and occasionally to buy.

Books have been donated by individuals, by resident writers, by CARE, by various publishing houses, by the Club Rotario and the Club de Leones. The Benjamin Franklin Library in Mexico provides a changing cartload of books every three months. Mexican and American writers and scholars serve as advisers to the hard-working book committee, and now our collection amounts to over six thousand books. Proust's *Remembrance of Thing Past*, the plays of Shaw and Lope de Vega, and *Zorba the Greek* confront *Orgullo y Prejuicio*, *Don Quixote de la Mancha*, *La vuelta al mundo en ochenta dias*, *Alice in Wonderland*, and *El Ultimo Mohicano*. Periodicals range from *Science Digest*, *Life*, and the *New York Sunday Times* to *México this Month*, *Newsweek*, *Harper's Bazaar*, and *Mañana*.

Yet there are always more plans, more things to do. We have begun Spanish classes in reading and writing for illiterates, taught by a Mexican teacher with the help of an experienced American teacher, both in-



Current view of the old slaughter house — now a modern library in San Miguel de Allende, Mexico.

May, 1961

The Library Binder

structed in the excellent four day course given by the United States Information Service for the purpose. We hope to start classes in beginning English for such students as the boys from the banks or girls from the telephone company. In addition to the movie programs for small children, we expect to establish regular programs for adults and teenagers.

Now in February of 1961 we can add some footnotes to the history of the Biblioteca. In the past year or two we have entertained several Ambassadors to Mexico, including the American, the Canadian, the Russian and the Peruvian Ambassadors. In an address at a reception the American Ambassador expressed his admiration of the achievements of the Biblioteca and called it an outstanding example of the spontaneous cooperation and building of good will between Americans living abroad and citizens of their host country.

In July of 1959 we held a second ranch party at the hacienda of Pepe Ortiz, retired matador, this time featuring a cock fight by permission of the authorities, and netted over 10,000 pesos.

A year later, July 24, 1960, the ranch party was held at Taboada, the warm springs outside of San Miguel. Not only were guests supplied with transportation, music, dancing and entertainment, soft drinks, liquor and food, but they had access to the swimming pool and were treated to a different kind of spectacle — a horse show by the Mexican Cavalry.

This was by courtesy of Gen. de División Miguel S. Romero Anzures, Comandante of the 16th Military Zone at Irapuato, who designated Gen. Arnulfo Hernández Zarazúa of the 14th Regiment to arrange a display of jumping and riding for the benefit of the Biblioteca. So some four hundred guests lounged in the shade of mesquite trees in a nearby field and watched the performance of some of the best jumpers and riders in Mexico — in dressage, a simulated hunt over a variety of obstacles including human barriers of troopers, and some high jumps. As a bonus, the military orchestra played a musical accompaniment. So delighted were all participants and spectators that the General kindly offered to stage a polo game for the Biblioteca on demand as a different feature of some future event.

An Author's Day was held a month later at the library to inaugurate new shelves set apart to contain the books and magazine contributions of writers who live in San Miguel or have resided here. The range of books assembled by the Chairman of the Book Committee was impressive. There were books of art criticism, travel, biography, juveniles and teen age books, photographic books, essays, manuals, guides, poetry and novels, besides articles, short stories, and plays.

Among the writers included were Padre José Mojica, the former opera and movie star; Sr. Cossio del Pomar; Canónigo H. José Mercadillo Miranda; Licenciado Zavala (Margarito Ledesma); Paul Masip; Miguel Malo; Cipriano Solís; Sterling Dickinson; Leonard Brooks; James Norman; Dwight Hutchison; Bessie James; Charles Allen Smart; Eldon Grier, and Peter Gray. Several of these writers, both Mexican and foreign, were present to meet the guests; others sent best wishes and extra copies of their books for circulation. Guests were served tamales, cake and coffee, examined books on the new shelves, glanced through the display book of pictures of the writers and biographical sketches, and bought some of the books on sale.

Though our income through sale of cards and conducting of House and Garden Tours has risen, so have our expenses, and we still lack funds for a qualified professional and bilingual librarian who can better exploit the resources of the library and add to them. We still lack a microfilm reader for the use of the many professional residents, artists, teachers, writers and scholars, who need access to filmed research and records.

Through the help of volunteer aides who check books in and out, we have now a circulating library. Attendance by both Mexicans and foreigners has increased. The Spanish class for illiterates has produced many new readers. The painting class for children continues to be popular, and many of the children enjoy the proceeds from sale of their paintings.

With the aid of generous and interested residents and visitors we hope to maintain our activities and a library that expands in its resources and in its service and significance as a cooperative project for the whole community. We wish especially to nourish among the children, Mexican and foreign alike, a love of books and an appreciation of their potentialities, and to promote good Latin-American relations.

FOOTNOTE: *This library welcomes contributions of all kinds which may be sent through the American Embassy in Mexico City. Spare books on the American way of life would be most desirable. Ed.*

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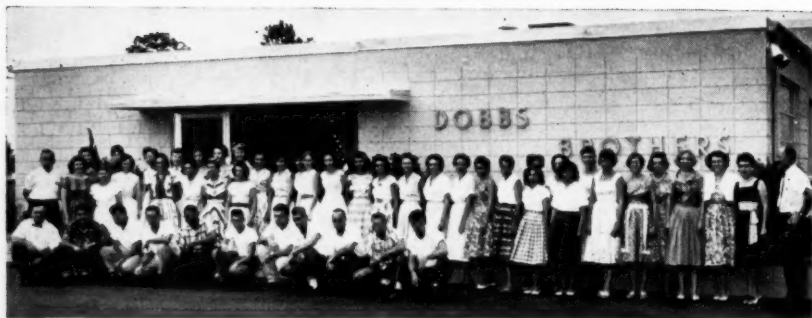
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(NEW YORK)

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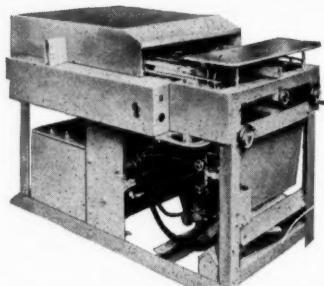
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May, 1961

The Library Binder

The Library Binding Industry — A Business with a Heritage and a Responsibility

by HARRY FREEMAN, Director

MHEDA National Training Center, Newport, Rhode Island

December 6, 1960, Far Horizons Motel, Sarasota, Florida

The Library Binding industry plays an important part in the field of learning through the preservation of the "Written Word". It is recognized that outside of food, clothing and shelter, nothing is so commonly used as a book. It is through our libraries we find the best books and the basis for our educational structure, and you play an important part in this field.

Library binding is a guild of arts and crafts that goes back to the earliest periods. It is a craft with a heritage, with a record of great accomplishments known to librarians, educators and researchers, but still unknown to thousands who could use this service, if they knew of its advantages.

It was not until books were printed in general use that man was in the position to elevate himself intellectually above nobility and the preferred few. Books were of such importance at that time that the bindings were well made to last and be used over and over again. Those who know and appreciate good books understand the importance of library bound books. It would seem to me that the knowledge of better bindings to make more lasting books would win the esteem of many laymen who do not know of the existence of this craftsmanlike industry — library binding.

If some means could be developed to tell the business world of the value of good bindings, a greater interest could be expected for a greater business volume.

If we study man's advances over the ages, we will find that our earliest civilizations were lost to posterity because man could not write and record the history of the times. Because of man's limitations to document his history, the great story of the Bronze Age was lost and to find this, is in the hands of archeologists and not historians.

It was not until man could read and write, and could record his works that history became a lasting monument. Our earliest records were kept by the few who could write and who transcribed the information onto scrolls which were ungainly and hard to handle. These scrolls are treasures of the past and the recent discovery of the Dead Sea Scrolls impress us with the importance of records.

It was not until the earliest religious sects transcribed the Bible and the history of the

times through illumination and manuscripts that we first developed a basic book. Although awkward in size, these books were works of art and the few that remain are now treasured by museums. These early books were so important and of such great value that they had jewelled bindings with gold mountings and tooled covers of the finest materials.

The first record of such a book is that of St. Jerome in the Third Century of the Christian era. These jewelled treasures were so valuable that they became the prizes of conquerors and the first item to plunder. It was unfortunate that these books were made so luxuriously because they were soon looted and lost to posterity and few remain for us to see and study.

Some of the earlier known books were the gospels of Theolinda at Monza, found in northern Italy, and the gospels of Charlemagne in the Seventh Century, now in France. These books are still intact and are treasures we all can see. I have had the pleasure of seeing one of these great books. That is St. Cuthbert's gospel book which was found in 1044 in his casket, and probably was written in the Seventh Century. This is on display at Durham Cathedral in England.

All of these books were beautifully and carefully bound and well preserved. To dwell upon the story of these valuable books could be an historical experience. This historical heritage of good bindings should cause us to recognize that the permanence of binding was important in the early days and should be equally as important in our modern age. Many of the early bindings were interesting because of their wooden or leather covers, their linen backings; their hand-sewn signatures and the unusual quality of the paper and materials used then in making books. The early books were hand made, carefully written and illuminated and worthy of this work.

It was not until the invention of the printing press with interchangeable type that books came into universal use. These early printed books were costly and even hard to get. Therefore, good binding was a requirement of that time. Many books have survived the early times because they, too, were well bound.

The quality of these early books and the life of the binding was perpetuated through the work of great artists and craftsmen who prided themselves upon their accomplish-

ments. A study of a few of these craftsmen should impress you with the importance of your craft and its heritage. Demetrio Canevari, physician to Pope Urban VIII developed the remarkable Canevari bindings. Each book had in the center of the cover a cameo design of Apollo on a chariot. Canevari was exceptionally proud of his work and carefully marked every binding. His fine bindings are recognized as masterpieces of art all over the world. There were other great binders . . . Thomas Maheiu, secretary to Catherine de Medici, and Thomas Berthelet, printer to Henry VIII, were two of the early binders who have left you with a heritage of fine bindings that should inspire the library binders to realize that beauty, permanence, and quality are as important today as it was 500 years ago.

The early European bindings are something to look back upon with pride and even examples to follow.

We have another responsibility imposed upon us by the early forefathers who came to this new world seeking refuge and a place to work and prosper. Our early forefathers searched, found and established an enlightened civilization where, for the first time, we would be judged for what we could do and not on our lineage. This was new to the people of that day and an entirely new concept for living. Man was charged to respect everyone regardless of position and to particularly be responsible for delivering the best that was in himself to improve the land and industry. This charge is recorded in the anecdote that follows:

When John Winthrop sailed from Cowes in the Isle of Wight on March 29th, 1630, he made this memorable statement:

"We shall be as a city upon a hill, the eyes of all people are upon us; so that if we shall deal falsely with our God in the work we have undertaken and so cause him to withdraw his present help from us, we shall be a story and a byword throughout the world." And to you in your industry, this should be a guiding statement, for if you surrender the quality of library binding, you too will become a "story and a byword throughout the world".

This new democracy had many reasons to promote the desire for more education through the use of better and more books. More than any other stimulus, books and libraries have done more for education and has started us on the way to our world leadership and the present wide knowledge of so many subjects that are restricted in other countries.

The father of our present American Library System is recognized as Benjamin Franklin, and with real justification. I feel that Franklin should have the accolade as the founding father of the public library when, on July 1st, 1731, he established the Library of Philadelphia with 50 subscribers each who promised

to purchase shares at 40s — (approximately \$10.00) and pay annual dues of one-quarter that amount.

The first librarian was James Logan . . . a man almost unknown today. He maintained the library with care and protected the books, so that many remain with us today, still in good condition. Franklin often stated that the library was "the poor man's university" and it certainly was true then and it is so today. Our public libraries and those at our universities have become world renowned. Our library structures throughout the country vie with the palaces of Europe. We all have reason to be proud of our library system, and the fact they are so well patronized.

In 1959, the American Library Association had a membership of 23,000 librarians for a total of 14,000 public libraries. This, plus 4,000 semi-private libraries and 1,400 college libraries, gave us the greatest number of libraries per capita of any country in the world. *The people of America are book minded.*

The sale of publishers' books in 1959 was \$715,000,000, and this per capita figure would be close to \$7.00 for every man, woman and child. What a magnificent record when it is noted that here in our democracy each of us has access to books on every subject in every field, without restriction — and a large proportion of these books are available free through our libraries and are library bound. Truly, this means that our "story will not be a byword" and we will not be false to our obligation.

We must recognize the magnitude of bound publications going into our libraries, we should appreciate that we have an ever-expanding market and not a depreciated situation found in many other industries. Another large market is periodicals, technical records and specialized papers. This could well out-shadow the volume of rebound books, and make for you another great source for expansion and improvement.

We are now fast approaching the age of automation and a new age of great production. More and more books are being released because of automated methods, and this market shows an ever-expanding horizon. There are people who buy books continually, some people want Paper-backs, and others want more cheap hard bindings. This urge to buy books is seen all around us. This growing interest for more and more books will mean more books in the library and more books will eventually be bound. The book making industry has strong merchandising activities to increase the sale of books, such as "Book-of-the-Month" Clubs, chain book stores and even the sale of books in supermarkets. Often people buy books which they never read — just to have them at hand, and the more books people want, the more books will be returned and rebound with library bindings. This great avalanche of book sales is good for the

library binding industry. This great demand is the result of automatic book production lines. It is in this province that automation is practical. Our publishers and binders today are continually searching for new methods to produce more books for less money. We have seen the coming of "perfect bindings", paper-backs, side-stapling, plastic ring binding, and many other methods for producing more books for less money. In other words, this is a period of the degeneration of book binding — because of mass production.

To you of the Library Binding industry, must rest the responsibility for book bindings and the perpetuation of all books, good or bad. You cannot stoop to the practices of mass production. You at least must make lasting books available for the people. You have a heritage and responsibility given to you by the early masters and the charge of our forefathers who have preceded you.

This silent and unsung industry, is almost unknown to the man in the street but the people who are responsible for books, publications, and the printed word, know the importance of library bindings and this places on your shoulders the responsibility of turning our quality books.

When I was asked to make a study of material handling for your industry, I wanted to approach the subject in view of automatic production lines but I soon realized that here

was an industry that was a craft and an art and all that could be done to improve their operation would be the development of unit processes for unit books, made one at a time, and was a business that would not fit into an automatic production line. I was greatly impressed with the fact that price was not the major consideration in maintaining your business. Quality came first . . . and price followed after; that it would be better to approach your work problems by searching for an expanding market rather than seeking price reductions with automatic production machinery. I feel that your industry can keep pace with the changing times profitably and effectively without automation, and find increased volumes and profits, if you develop new and better techniques within your industry. You have an expanding market and it is here you can effect the same end results as with automation.

Automation is primarily a means to produce multiple items of the same kind day in and day out. Its purpose is to make money by making more items for an expanding market.

Library binding has an expanding market but does not have multiple items following one upon the other. You do have an expanding market . . . you do have new fields to conquer . . . and you must meet the challenge of changing demands.

Here are some approaches to your future expansions that will give you the same end result as if you had automation with less capital investment and with more unit profit: What follows might seem obvious to you because we often take a self-pitying attitude, I ask you to step aside and see as I do a healthy and productive future with ten firm reasons to expect more business:

(1) There is a continuous increase in the number of libraries. Many western communities are just getting their first libraries and each of them know the importance of library binding.

(2) The binding of periodicals is now an accepted practice within libraries and most industries, and this could well represent one of your largest markets.

(3) Industry after industry is setting up research centers and the need for binding technical papers grows each day. Here, quality is important and price a small consideration.

(4) The rise in higher education and the great numbers attending our colleges require the preservation of theses and dissertations. Our college libraries maintain these papers bound and often the author is in need of additional library bindings.

(5) Because our modern industries continually refer to their records, many of our large plants bind these records as they must be preserved for the continuation of their business.

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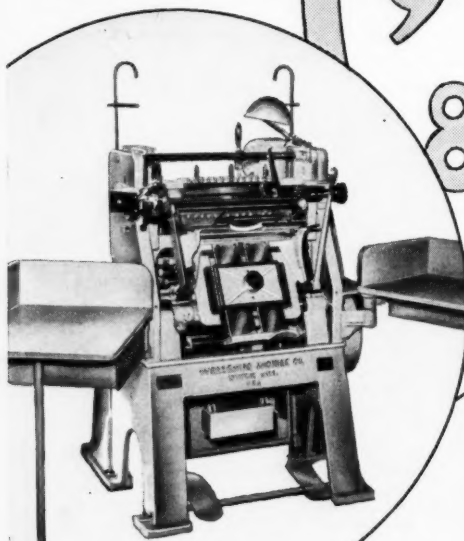
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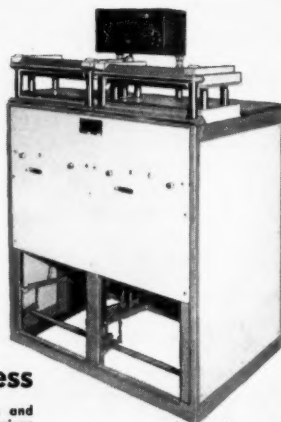


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The instant method for building-in and pressing all kinds of books and magazines — designed specially for library book binders but equally suitable for others. Has two stations for maximum production. All controls are at eye level. A two hand trip provides complete safety. Platen pressure of 18,000 pounds with a speedy-set nipping pressure variable from 300 to 1,500 pounds. No adjustments necessary for thickness of books or varying paper.



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She reports that the borrowers were enthusiastic about the display. So was the F. J. Barnard Company, Certified Library Binders who bound them.

(6) With the accumulation of scientific records from all sources, and the exchange that exists between governments, industry and science, we now have another source of use for library bindings.

(7) Merchandising plans and sales programs are so well organized that today library bindings, or other special bindings, are used in their presentations, and the bindings must be strong and virile to handle the needs of this active field.

(8) Because the corporate increase of our national wealth, financial records are needed for tax and credit purposes, and the library binding industry could well take advantage of this growing demand for bound records.

(9) It is expected that by 1970, our educational system will have been doubled and the ever-growing need for more libraries, special libraries and research centers is in itself a market of magnitude for your industry.

(10) It is fast becoming a fact that industry is recognizing that bindings for all kinds

of source records must be permanent and to have them that way, they should be library bound.

It is not automation for which we search . . . it is new markets, new merchandising. What mechanical aids will be required in your business will be small, fitted to your own individual operations. Your first need will be more and better machines for gluing, binding, sewing and trimming. It is here you can use a limited number of conveyors, trucks and other handling devices, patterned to your individual needs. Do not sacrifice quality for automation, for if you surrender quality you surrender your industry. This is a difficult statement to make for one who is so devoted to automatic production. Truth must stand and you in the library binding industry should fit the "cloth to the cloak" so that it embraces not only your shop production operations but maintains the quality of the product as well.

There is a place for automated handling equipment in some parts of your business. You can use fork trucks, in receiving and

shipping; you can use cranes in your paper warehouses, but you cannot have a standard automatic set up or a fixed rule to follow for automation, if by so doing you surrender quality.

Automation is the result of an evolutionary process and often expressed as a count-down in man hours for a count-up in production.

I don't wish to be presumptuous with my statements as I am sure you have probably studied these recommendations before, but as one interested in a better business viewpoint, I know that your industry should feature a set of national standards known to American industry. These standards conform with a universal marking that designates your product as that of quality. What sterling means to silver, you have a mark of the same importance. It is true that this is only background selling but at least it lends to a feeling of assurance when using library bindings . . .

We must face reality and change in business. This was recently expressed by Eric Johnson in "Words to Live By" . . .

"If there is one word which characterizes our world in this exciting last half of the twentieth century, the word is CHANGE. Change in political life . . . change in economic life . . . change in social life . . . change in personal life . . . change is the hallmark of our times. It is not gradual, comfortable change. It is sudden, rapid, often violent. It touches and often disrupts whole cultures and hundreds of millions of people. Behind it all lies an explosive growth in scientific knowledge and accomplishments. Some 90 per cent of all the scientists who ever lived are living today, and the total accumulation of scientific knowledge is doubling every ten years.

But this is reality. If we remember that, then we will never flinch at change. We will adjust to it, welcome it, meet it as a friend and know it as God's Will."

When we realize that we live in a world with 90% of all the scientists who have contributed to our life and are still living, when we realize that we live in a world where the accumulation of scientific knowledge is doubling every ten years, then I must charge you, the members of the Library Binding industry, with the following . . .

Your heritage goes back a thousand years; your art was accumulated from hand to hand; your business is founded on quality, not price. If you surrender quality for price, if you give way to fear in marketing, and if you degenerate your business, you will soon be "unknown and forgotten". If you maintain your quality to insure the permanence of the printed word, your name might be forgotten, but your work will last forever!

From the LBI Mailbag

"Dear Sir:

My teacher would like a copy of the picture, *Learning to Live Begins in the Library*. We would be glad to pay the cost, if any. She saw it in the Lucius Beebe Memorial Library. Thank you."

(MASSACHUSETTS)

★ ★ ★

"Dear Mr.——

We are returning the film, *The Art that Binds*, under separate cover today. It is a very fine, clear and educational production, and we found it helpful. About 60 members of our staff saw it. Thank you."

(CITY LIBRARIAN)

★ ★ ★

"Gentlemen:

. . . I am not sure if I sent you a thank-you note for the two beautiful posters that reached me some time ago. I wish to acknowledge . . . the quality of the workmanship for display in the class room. You are to be commended for such delightful subjects and colorful background . . . May God bless you for this service."

(FLORIDA)

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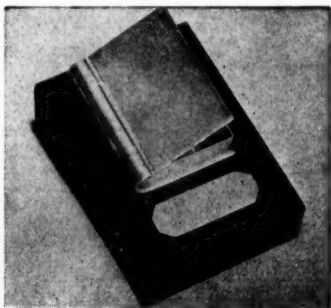
Walter H. Rush



Mark E. Vonder Haar

In January of 1961 the George A. Flohr Company of Cincinnati incorporated under the same name with no change in policy or management. Mr. George T. Vonder Haar is President. First Vice President is Walter H. Rush. Second Vice President is Mark E. Vonder Haar.

LBI MAKES TWO SILVER BOOK AWARDS



At its Annual Meeting at Virginia Beach in May, the Library Binding Institute awarded two Silver Books. The first went to Mr. Walter Brahm, State Librarian, Columbus, Ohio, the citation reading as follows:

"To Walter Brahm — by faithfully contributing time and energy in providing library facilities to rural areas has in fifteen years placed Ohio among the foremost Library States in the Nation."

The second went to Sister Mary Alma, P.B.V.M., Director of Librarianship Credential Program, University of San Francisco, San Francisco. The citation reads as follows:

"To Sister Mary Alma — a guiding spirit

in establishing the Library School at the University of San Francisco and in organizing libraries in schools where no libraries existed."

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"BINDERY ON WHEELS" JOINS LBI

The Library Binding Institute welcomes to its ranks the American Bindery & Supply Company of Minneapolis. The Bindery was organized in its present form in 1959 by Mr. Saul Rusoff in conjunction with Mr. Einer Lundlad and Mr. Gerald Pfeifer.

Mr. Rusoff, President of the company, has been associated with the binding industry for the greater part of his life. A Canadian by birth, but now an American citizen, Mr. Rusoff first became interested in bookbinding at 14. In 1944 he joined a bindery in Minneapolis, working as a salesman and binder. However, within a short time he took over the ownership of the company, changing its name to American Bindery & Supply Company. For many years Mr. Rusoff's bindery has been noted for the six mobile units which bind county records at courthouses throughout the Midwest. The company also maintains a bindery in Minneapolis for library binding and other local binding needs.

In 1959, when Mr. Rusoff became associated with Mr. Pfeifer and Mr. Lundlad, the bindery in Minneapolis became the central part of the company's operation. It now occupies an area of 3500 square feet and in the last few years it has purchased \$15,000 worth of new equipment in order to further its plans for expansion.



Left to Right — Mr. Einer Lundlad, Sales Mgr.; Gerald Pfeifer, Production Mgr.; S. Rusoff, President; George Seipp, Specialty and Fine Binding.

★ ★ ★

From the LBI Mailbag

"Dear Sirs:

Please send nine copies of *Learning to Live Begins in the Library* for our libraries. The children saw one and now every school has been requesting them. Thank you very much."

(ILLINOIS)
Board of Education

CRAWFORD BINDERY PURCHASES NEW BUILDING



Crawford Library Bindery has moved to their own building at 2249 14th Street, Akron 14, Ohio. The new 15,000 ft. plant features improved strip lighting.

DENVER BOOKBINDING EXPANDS TO NEW AIR-CONDITIONED PLANT

Axel Erslund and his wife, Sylvia, are old-timers in the Library Binding business. Like many bookbinders, Axel received his training in Europe, in Copenhagen, working as an apprentice 58 hours a week. Here he did work for the Royal Library.

The new shop has 5,000 feet of space with modern equipment and room for future expansion.



The interesting clock in the photograph has four positions made from the backs of books.

BINDERS FROM ACROSS THE SEA MAKE TOUR OF UNITED STATES BINDERIES

As this issue of the *Binder* goes to press three of our brother binders from England and Scotland are completing a tour of United States Binderries, studying our methods and machinery which they have found profoundly interesting.

All three are employed by Dunn and Wilson, Limited, Specialists in School and Library Bindings. Mr. David Moncur is Works Manager of the Special Products Division in the Bellevue Bindery at Falkirk, Scotland. Mr. K. J. Atkinson is Works Manager of the General Binding Division, also at Falkirk. Mr. George R. Paterson is Works Manager of the plant at Morley, Leeds in England.

Each man came prepared with a paper to be given before the 25th Annual Meeting of the Library Binding Institute held at the Cavalier Hotel, Virginia Beach, May 22, 23, and 24. Their talks covered such subjects as,

"Binding of Special Materials", "Traditional Binding", and "The Use of New Materials in Binding".



Left to Right: Ken Atkinson, David Moncur and George Paterson inspecting a new piece of equipment at the F. J. Barnard plant in Medford, Massachusetts.

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